

ORDER

KSNV

Orders

Order / Rev: 104897
 Alt Order #: 06837451
 Product Desc: RNC-ROMNEY
 Estimate: 295
 Flight Dates: 08/01/12 - 08/07/12
 Original Date / Rev: 07/30/12 / 07/30/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: American Rambler Productions
 Buying Contact: _____
 Billing Contact: _____
138 Conant St.
Beverly, MA 02494

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: RNC/ Romney for President
 Demographic: A35+
 Product Codes: PLC03
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	93	\$117,300.00	\$99,705.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	93	\$117,300.00	\$99,705.00	0.00
Totals	93	\$117,300.00	\$99,705.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$117,300.00
Market	100%	\$434,444.44

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	43%	\$186,811.11
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$60,822.22
KTUD	0%	\$0.00
KVVU	13%	\$56,477.78
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$13,033.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/01/12	08/03/12	M-F 6-7a WakeUp w/Wa@M	6-7a		---WTF---	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
				M-F 6-7a WakeUp w/Wagners											

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 07/30/12	08/05/12	---WTF---	6	\$700.00	0.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/01/12	08/03/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					6	\$700.00		0.00			
E 2	KSNV	08/06/12	08/07/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					4	\$700.00		0.00			
E 3	KSNV	08/06/12	08/07/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					4	\$1,400.00		0.00			
E 4	KSNV	08/01/12	08/03/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					6	\$1,400.00		0.00			
E 5	KSNV	08/06/12	08/07/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	MT-----	:30	6	\$1,200.00	3	0.00	NM	6	\$7,200.00
OLYMPICS-DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					6	\$1,200.00		0.00			
E 6	KSNV	08/01/12	08/03/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	--WTF--	:30	9	\$1,200.00	3	0.00	NM	9	\$10,800.00
OLYMPICS-DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					9	\$1,200.00		0.00			
E 7	KSNV	08/06/12	08/07/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					4	\$1,000.00		0.00			
E 8	KSNV	08/01/12	08/03/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					6	\$1,000.00		0.00			
E 9	KSNV	08/01/12	08/03/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					6	\$1,100.00		0.00			
E 10	KSNV	08/06/12	08/07/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					4	\$1,100.00		0.00			
E 11	KSNV	08/01/12	08/03/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					3	\$1,000.00		0.00			
E 12	KSNV	08/06/12	08/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$1,100.00		0.00			
E 13	KSNV	08/01/12	08/03/12		CM	7:30-8:00PM	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 3 Olympic Zone											
				News 3 Olympic Zone											
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					3	\$750.00		0.00			
E 14	KSNV	08/06/12	08/07/12	News 3 Olympic Zone	CM	7:30-8:00PM	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				News 3 Olympic Zone											
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$750.00		0.00			
E 15	KSNV	08/06/12	08/07/12	Olympics Late News 3	CM	11pm-12:35am	MT-----	:30	4	\$1,000.002		0.00	NM	4	\$4,000.00
				Late News during Olympics											
OLYMPIC LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					4	\$1,000.00		0.00			
E 16	KSNV	08/01/12	08/03/12	Olympics Late News 3	CM	11pm-12:35am	--WTF--	:30	6	\$1,000.002		0.00	NM	6	\$6,000.00
				Late News during Olympics											
OLYMPIC LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					6	\$1,000.00		0.00			
E 17	KSNV	08/04/12	08/04/12	Olympics Daytime Week	CM	4am-6pm	-----S-	:30	4	\$1,700.003		0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					4	\$1,700.00		0.00			
E 18	KSNV	08/04/12	08/04/12	News 3 Olympic Zone	CM	7:30-8:00PM	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
				News 3 Olympic Zone											
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					1	\$750.00		0.00			
E 19	KSNV	08/04/12	08/04/12	Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.003		0.00	NM	2	\$12,000.00
				Olympics Primetime											
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					2	\$6,000.00		0.00			
E 20	KSNV	08/04/12	08/04/12	Olympics Late News 3	CM	11pm-12:35am	-----S-	:30	2	\$1,000.002		0.00	NM	2	\$2,000.00
				Late News during Olympics											
OLYMPIC LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					2	\$1,000.00		0.00			
E 21	KSNV	08/05/12	08/05/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.003		0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					4	\$1,700.00		0.00			
E 22	KSNV	08/05/12	08/05/12	SUN. 6PM NEWS OLYM	CM	Sun. 6p-7p	-----S	:30	2	\$1,000.001		0.00	NM	2	\$2,000.00
				SUN 6p News Hour OLYMPICS(6:00 PM-6:30 PM)											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					2	\$1,000.00		0.00			
E 23	KSNV	08/05/12	08/05/12	Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.003		0.00	NM	1	\$6,000.00
				Olympics Primetime											
OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$6,000.00		0.00			
E 24	KSNV	08/05/12	08/05/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.002		0.00	NM	2	\$2,000.00
				Late News during Olympics											
OLYMPIC LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					2	\$1,000.00		0.00			
													Totals	93	\$117,300.00